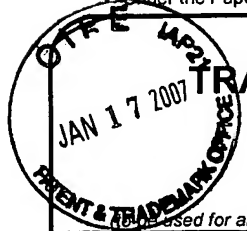


JFK

PTO/SB/21 (09-06)

Approved for use through 03/31/2007. OMB 0651-0031  
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

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TRANSMITTAL  
FORM

Not to be used for all correspondence after initial filing)

Total Number of Pages in This Submission

Application Number	10/618,154
Filing Date	July 11, 2003
First Named Inventor	M. Scott Reichardt
Art Unit	2614
Examiner Name	

Attorney Docket Number	UV-174 Cont. 2
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## ENCLOSURES (Check all that apply)

- |   |  |  |
|---|--|--|
| <input type="checkbox"/> Fee Transmittal Form<br><input type="checkbox"/> Fee Attached<br><input type="checkbox"/> Amendment/Reply<br><input type="checkbox"/> After Final<br><input type="checkbox"/> Affidavits/declaration(s)<br><input type="checkbox"/> Extension of Time Request<br><input type="checkbox"/> Express Abandonment Request<br><input checked="" type="checkbox"/> Information Disclosure Statement<br><br><input type="checkbox"/> Certified Copy of Priority Document(s)<br><input type="checkbox"/> Reply to Missing Parts/<br>Incomplete Application<br><input type="checkbox"/> Reply to Missing Parts<br>under 37 CFR 1.52 or 1.53 | <input type="checkbox"/> Drawing(s)<br><input type="checkbox"/> Licensing-related Papers<br><input type="checkbox"/> Petition<br><input type="checkbox"/> Petition to Convert to a<br>Provisional Application<br><input type="checkbox"/> Power of Attorney, Revocation<br>Change of Correspondence Address<br><input type="checkbox"/> Terminal Disclaimer<br><input type="checkbox"/> Request for Refund<br><input type="checkbox"/> CD, Number of CD(s) _____<br><input type="checkbox"/> Landscape Table on CD | <input type="checkbox"/> After Allowance Communication to TC<br><input type="checkbox"/> Appeal Communication to Board<br>of Appeals and Interferences<br><input type="checkbox"/> Appeal Communication to TC<br>(Appeal Notice, Brief, Reply Brief)<br><input type="checkbox"/> Proprietary Information<br><input type="checkbox"/> Status Letter<br><input checked="" type="checkbox"/> Other Enclosure(s) (please identify<br>below):<br>Return Postcard. |
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## Remarks

The Director is hereby authorized to charge payment of any additional filing fees or surcharges required under 37 C.F.R. § 1.16 and § 1.17, in connection with the paper(s) transmitted herewith, or credit any overpayment of same, to Deposit Account No. 06-1075, (Order No. 003597-0174). A duplicate copy of this transmittal letter is transmitted herewith.

## SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT

Firm Name	FISH & NEAVE IP GROUP OF ROPES & GRAY
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Signature	
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Printed name	Brian E. Mack
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Date	January 12, 2007
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Reg. No.	57,189
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## CERTIFICATE OF TRANSMISSION/MAILING

I hereby certify that this correspondence is being facsimile transmitted to the USPTO or deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on the date shown below:

Signature	
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Typed or printed name	ROSE MARIE DHANRAJ
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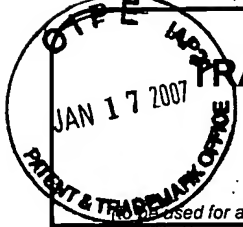
Date	January 12, 2007
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# TRANSMITTAL FORM

This form is used for all correspondence after initial filing)

Application Number		10/618,154
Filing Date		July 11, 2003
First Named Inventor		M. Scott Reichardt
Art Unit		2614
Examiner Name		
Total Number of Pages in This Submission	Attorney Docket Number UV-174 Cont. 2	

## ENCLOSURES (Check all that apply)

<input type="checkbox"/> Fee Transmittal Form <input type="checkbox"/> Fee Attached <input type="checkbox"/> Amendment/Reply <input type="checkbox"/> After Final <input type="checkbox"/> Affidavits/declaration(s) <input type="checkbox"/> Extension of Time Request <input type="checkbox"/> Express Abandonment Request <input checked="" type="checkbox"/> Information Disclosure Statement  <input type="checkbox"/> Certified Copy of Priority Document(s) <input type="checkbox"/> Reply to Missing Parts/Incomplete Application <input type="checkbox"/> Reply to Missing Parts under 37 CFR 1.52 or 1.53	<input type="checkbox"/> Drawing(s) <input type="checkbox"/> Licensing-related Papers <input type="checkbox"/> Petition <input type="checkbox"/> Petition to Convert to a Provisional Application <input type="checkbox"/> Power of Attorney, Revocation Change of Correspondence Address <input type="checkbox"/> Terminal Disclaimer <input type="checkbox"/> Request for Refund <input type="checkbox"/> CD, Number of CD(s) _____ <input type="checkbox"/> Landscape Table on CD	<input type="checkbox"/> After Allowance Communication to TC <input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences <input type="checkbox"/> Appeal Communication to TC (Appeal Notice, Brief, Reply Brief) <input type="checkbox"/> Proprietary Information <input type="checkbox"/> Status Letter <input checked="" type="checkbox"/> Other Enclosure(s) (please identify below): Return Postcard.
Remarks The Director is hereby authorized to charge payment of any additional filing fees or surcharges required under 37 C.F.R. § 1.16 and § 1.17, in connection with the paper(s) transmitted herewith, or credit any overpayment of same, to Deposit Account No. 06-1075, (Order No. 003597-0174). A duplicate copy of this transmittal letter is transmitted herewith.		

## SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT

Firm Name	FISH & NEAVE IP GROUP OF ROPES & GRAY		
Signature			
Printed name	Brian E. Mack		
Date	January 12, 2007	Reg. No.	57,189

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Signature			
Typed or printed name	ROSE MARIE DHANRAJ	Date	January 12, 2007

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PATENTS

Attorney Docket No. UV-174 Cont. 2

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

PATENT APPLICATION

Applicants : M. Scott Reichardt et al.  
Application No. : 10/618,154 Confirmation No. 4144  
Filed : July 11, 2003  
For : SYSTEMS AND METHODS FOR COORDINATING  
INTERACTIVE AND PASSIVE ADVERTISEMENT  
AND MERCHANDISING OPPORTUNITIES  
Group Art Unit : 2614

New York, New York 10020  
January 12, 2007

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, Virginia 22313-1450

INFORMATION DISCLOSURE STATEMENT

Sir:

Pursuant to 37 C.F.R. §§ 1.56 and 1.97, applicants  
hereby make the following references of record in the above-  
identified patent application:

U.S. Patent Documents

5,583,560	Florin et al.	12-10-1996
5,585,866	Miller et al.	12-17-1996
5,812,123	Rowe et al.	09-22-1998
6,034,677	Noguchi et al.	03-07-2000
6,617,931	Alexander et al.	01-23-2001
6,518,986	Mugura, Kazuto	02-11-2003
6,600,503	Stautner et al.	07-29-2003
6,732,369	Schein et al.	05-04-2004
6,928,652	Goldman, Phillip Y.	08-09-2005
7,058,635	Shah-Nazaroff et al.	06-06-2006

The aforementioned references are listed on the accompanying Form PTO/SB/08A (submitted in duplicate). Pursuant to 37 C.F.R. § 1.98(a)(2)(ii), copies of the above "U.S. Patent Documents" are not provided.

Applicants reserve the right to establish the patentability of the claimed invention over any of the information provided herewith, and/or to prove that this information may not be prior art, and/or to prove that this information may not be enabling for the teachings purportedly offered.

It is respectfully requested that these documents be (1) fully considered by the United States Patent and Trademark Office during examination of this application; and (2) printed on any patent which may issue on this application. Applicants request that a copy of Form PTO/SB/08A, as considered and initialed by the Examiner, be returned with the next communication.

This Statement is being submitted before the mailing of a First Office Action on the merits. Accordingly, applicants believe that no fee is due. If, however, a fee is due, the Director is hereby authorized to charge any such fee to Deposit Account No. 06-1075 (Order No. 003597-0174).

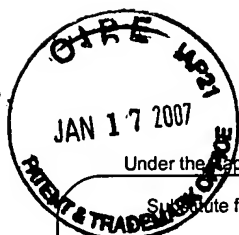
Consideration of the foregoing in relation to this  
patent application is respectfully requested.

Respectfully submitted,



---

Brian E. Mack  
Registration No. 57,189  
Agent for Applicants  
FISH & NEAVE IP GROUP  
ROPES & GRAY LLP  
Customer No. 1473  
1251 Avenue of the Americas  
New York, New York 10020-1105  
Tel.: (212) 596-9000  
Fax: (212) 596-9090



Substitute for form 1449A/PTO

**INFORMATION DISCLOSURE  
STATEMENT BY APPLICANT**

(Use as many sheets as necessary)

**Complete if Known**

Application Number	10/618,154
Filing Date	July 11, 2003
First Named Inventor	M. Scott Reichardt
Art Unit	2614
Examiner Name	
Attorney Docket Number	UV-174 Cont. 2

Sheet

1

of

1

**U. S. PATENT DOCUMENTS**

Examiner Initials*	Cite No. <sup>1</sup>	Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number-Kind Code <sup>2</sup> (if known)			
		5,583,560	12-10-1996	Florin et al.	
		5,585,866	12-17-1996	Miller et al.	
		5,812,123	09-22-1998	Rowe et al.	
		6,034,677	03-07-2000	Noguchi et al.	
		6,617,931	01-23-2001	Alexander et al.	
		6,518,986	02-11-2003	Mugura, Kazuto	
		6,600,503	07-29-2003	Stautner et al.	
		6,732,369	05-04-2004	Schein et al.	
		6,928,652	08-09-2005	Goldman, Phillip Y.	
		7,058,635	06-06-2006	Shah-Nazaroff et al.	

Examiner  
SignatureDate  
Considered

\*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. <sup>1</sup>Applicant's unique citation designation number (optional). <sup>2</sup>See Kinds Codes of USPTO Patent Documents at [www.uspto.gov](http://www.uspto.gov) or MPEP 901.04. <sup>3</sup>Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). <sup>4</sup>For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. <sup>5</sup>Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST. 16 if possible. <sup>6</sup>Applicant is to place a check mark here if English language Translation is attached.

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Substitute for form 1449A/PTO

**INFORMATION DISCLOSURE  
STATEMENT BY APPLICANT**

(Use as many sheets as necessary)

Sheet 1 of 1

**Complete if Known**

Application Number	10/618,154
Filing Date	July 11, 2003
First Named Inventor	M. Scott Reichardt
Art Unit	2614
Examiner Name	
Attorney Docket Number	UV-174 Cont. 2

**U. S. PATENT DOCUMENTS**

Examiner Initials*	Cite No. <sup>1</sup>	Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
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